

Philippines - Survey of Tourism Establishments in the Philippines 2014

Philippine Statistics Authority

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Overview

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Version 2.0: first metadata documentation for STEP 2014

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Overview

ABSTRACT

Tourism is a social, cultural and economic phenomenon related to the movement of a person to a place outside his usual place of residence, generally for pleasure. With the advancement of technology, specifically on transportation, a person can easily travel across the different parts of the world either for business, leisure or other personal purpose. One of the industries that are greatly affected by the fast-paced globalization is travel and tourism. This emerging industry cuts across the different sectors making it difficult to measure its economic contribution. Like any other industry, there is a need to come up with a reliable statistics and indicators to measure the economic contribution of tourism which can be useful for formulation of programs and policies of the sector.

Considering tourism as driver and contributor to the economic growth of the country, a national policy on tourism was passed - the Republic Act Numbered 9593 otherwise known as Tourism Act of 2009. With this Act, the State declares tourism "as an indispensable element of the national economy and an industry of national interest and importance, which must be harnessed as an engine of socio-economic growth and cultural affirmation to generate investment, foreign exchange and sense of national pride for all Filipinos". Moreover, the Philippine Statistical Development Plan provides the blueprint of development of the tourism industry. This is in recognition of the importance, role and impact of tourism on the social and economic development and environment and cultural landscape in the country. Therefore, there is a need to measure the economic contribution of tourism as an input to effective and efficient policy research, monitoring, analysis and development of the tourism industry.

The Philippine Tourism Satellite Account (PTSA) provides the framework by which the economic contribution of tourism is measured. Using this account, it is possible to quantify the contribution of tourism industry in the economy within the context of the Philippine Systems of National Accounts (PSNA).

The Philippine Statistics Authority (PSA) conducted the 2014 Survey of Tourism Establishments in the Philippines (STEP) second round. This survey collected information on the available supply of tourism goods, products and services, which are valuable inputs in the compilation of the PTSA.

The general objective of the 2014 STEP is to provide data on tourism characteristic establishments in the country.

Specifically, the 2014 STEP aims to:

- provide data on the supply and capacity in terms of facilities and services
- gather data on employment by sex and nationality
- gather data on revenue generated from tourist
- provide information on indicators for future expansion and/or renovation plans

KIND OF DATA

Sample survey data [ssd]

UNITS OF ANALYSIS

Establishment - defined as an economic unit, which engages, under a single ownership or control, i.e. under a single legal entity, in one or predominantly one kind of economic activity at a single fixed physical location. Thus, stores, shops, transport companies, hotels, restaurants, banks, insurance companies, real estate development companies and the like are considered establishments.

Scope

NOTES

The 2014 STEP was a nationwide survey of establishments in the formal sector engaged in tourism characteristic industries.

Tourism characteristic industries as defined in the IRTS 2008 (International Recommendation of Tourism Statistics) with grouping according to industry sub-class (5-digit) of the 2009 PSIC.

It covered the following tourism characteristic industries:

- Accommodation (I55 except I55901- Dormitories/boarded houses); and
- Chartered buses and cars operation (e.g. tourist buses, rent-a-car) (H49204 and H49324).

The other tourism characteristic industries were taken on a sampling basis.

TOPICS

Topic	Vocabulary	URI
Business statistics	Philippine Statistics Authority	
Tourism	Philippine Statistics Authority	
Business and agricultural surveys	Philippine Statistics Authority	

KEYWORDS

2014 Survey of Tourism Establishments in the Philippines (STEP), Tourism, Establishment, Tourism characteristics, Tourism connected

Coverage

GEOGRAPHIC COVERAGE

Establishment with Total Employment (TE) 20 and Over - National and Regional Level

Establishment with TE Less than 20 - National Level

GEOGRAPHIC UNIT

Establishments are also classified by geographic area using the Philippine Standard Geographic Code (PSGC) classification. The PSGC contains the latest updates on the official number of regions, provinces, cities, municipalities, and barangays in the Philippines. The latest PSGC as of December 31, 2014 was used for the 2014STEP.

UNIVERSE

All tourism characteristic establishments operating in 2014.

Producers and Sponsors

PRIMARY INVESTIGATOR(S)

Name	Affiliation
Philippine Statistics Authority	National Economic and Development Authority

FUNDING

Name	Abbreviation	Role
Government of the Philippines	GOP	Full funding

Metadata Production

METADATA PRODUCED BY

Name	Abbreviation	Affiliation	Role
Services Statistics Division	SSD	Philippine Statistics Authority	Documenter

DATE OF METADATA PRODUCTION

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DDI DOCUMENT VERSION

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Sampling

Sampling Procedure

In general, the establishment with Total Employment (TE) 100 and over is a certainty stratum for industries covered in the 2014 STEP.

For the purposes of 2014 STEP, only the following tourism characteristic industries regardless of employment size will be completely enumerated (100% Coverage).

- * I55101 - Hotel and motels
- * I55102 - Resort Hotels
- * I55103 - Condotels
- * I55104 - Pension Houses
- * I55105 - Camping sites/facilities
- * I55109 - Other shorts term accommodation activities, n.e.c
- * I55909 - Other accommodation, n.e.c.

The sample establishments in the sampling strata of TE of less than 20 are selected using systematic sampling by industry domain and employment stratum at the national level. For each industry domain and employment stratum, the establishments are sorted by region, province from largest actual employment to smallest actual employment, business name and ECN.

For each of the sampling strata of TE of 20 and over (i.e. TE 20-49 and TE 50-99) sample establishments are selected using systematic sampling within the region. For each region in the employment stratum and industry domain, the establishments are sorted by province from largest actual employment to smallest actual employment, business name and ECN.

Systematic sampling is chosen so that the sample employment values are spread out, resulting from having representative samples for each TE size in the employment stratum. Likewise, this mode of sampling will somehow provide implicit stratification of TE by employment size group, thus avoiding all sample establishments with low TE values or high TE values.

Response Rate

Total response rate as of 30 September 2016 for all establishments by tourism characteristic industry was 85.2 percent (6,142 out of 7,210 establishments).

Of the total responses, 65 establishments responded online.

Weighting

For certainty stratum, the weight is equal to 1.

For sampling strata,

Weight Adjustment Factor for Non-Response

To account for non-response in the non-certainty strata, the adjustment factor (n/n') was multiplied with the sampling weight (W) of each of the sampling unit. The sampling weight, defined as N/n , was recomputed as

$$W' = N/n * n/n' = N/n'$$

Thus, the adjusted weight ($W's_j$) for employment stratum in TE of 1-9 or TE of 10-19 was

$$W's_j = N_s/n_s * n_s/n's = N_s/n's$$

where:

N_s = total number of establishments in the employment stratum in TE 1-9 or TE 10-19 in the sth industry domain

n'_s = number of responding establishments in the employment stratum in TE 1-9 or TE 10-19 in the sth industry domain

For the non-certainty employment stratum for the industry domain with TE 20-99, the adjusted weight (W'_{spj}) was

$$W'_{spj} = N_{sp}/n_{sp} * n'_{sp}/n'_s = N_s/n'_s$$

where:

N_{sp} = total number of establishments in the non-certainty employment stratum with TE 20-99 for the industry domain within each geographic domain (region)

n'_{sp} = number of responding establishments in the non-certainty employment stratum with TE 20-99 for the industry domain within each geographic domain (region)

Questionnaires

Overview

The data items found in the STEP questionnaires are listed below:

1. Name and Address of the establishment and its reporting unit, Control Panel for Establishment Characteristics (for PSA use Only)
2. Economic Activity or Business in 2014
3. Employment as of 15 November 2014
4. Facilities/Amenities and Usage in 2014
5. Transport Facilities in 2014 (for Form 1)
6. Revenue in 2014
7. Plans for Expansion/Renovation Within the Next Five Years
8. DOT Accreditation in 2014
9. Other Information
10. Certification
11. Contact Person
12. Processing Information (For PSA use only)

STEP Form 1: Accommodation

STEP Form 2: Restaurants

STEP Form 3: Transport Operators; Tour and Travel Agencies

STEP Form 4: Health and Wellness

STEP Form 5: Other Tourism Activities

Data Collection

Data Collection Dates

Start	End	Cycle
2015-05-04	2015-07-24	N/A

Time Periods

Start	End	Cycle
2014-01-01		All data items (except Total Employment and Seasonal Workers)
2014-03-01		Seasonal Workers

Data Collection Mode

Distribute and collect the pre-addressed questionnaire (Self Administered Questionnaire). The establishment can access the PSA website <<https://step.psa.gov.ph>> through the unique ECN found in the address stub of the questionnaire.

Data Collection Notes

All information to be collected in the 2014 STEP refers to calendar year of 2014 except for employment which is as of 15 November 2014.

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STEP Form 1: Accommodation

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Data Collectors

Name	Abbreviation	Affiliation
Philippine Statistics Authority	PSA	National Economic and Development Authority

Supervision

To ensure quality of data during operations, close supervision of enumeration was undertaken by RDs/PSOs/OICs/Regional and Provincial Statisticians. Central office statisticians also conducted supervision in some areas with large number of establishments.

Data Processing

Data Editing

Manual processing took place in Provincial Offices at a number of stages throughout the processing, including:

- * coding of some data items
- * editing of questionnaires
- * completeness of entries
- * consistency check among variables

Data processing was done in Field Offices and Central Office.

Field Offices

- * completeness and consistency edits
- * folioing of questionnaires

Central Office

- * online data encoding and updating
- * online validation
- * completeness and consistency checks
- * summarization
- * tabulation

Detailed documentation of the editing of data can be found in the "Data processing guidelines" document provided as an external resource.

Data Appraisal

Estimates of Sampling Error

Not computed.

Other forms of Data Appraisal

Data estimates would be checked with those from other related surveys or administrative data.